1996 CO-PLANNING

PACK OUTLET TARGETS: REGION: 1221

100% PACKAGE CIV = 161,203 CTNS

	LEVEL I MERCH	LEVEL II MERCH	LEVEL III MERCH
# OF CALLS	241	342	53
TOTAL WKLY INDUSTRY VOLUME	20,956 (13%)	62100 (39%)	9672 (6%)

	FOR SEGMENTS: CN, GS, GK, SF, TB, LO, TG, OH	DG ONLY
CURRENT ESTIMATED # OF PM EXCLUSIVE CALLS BY PAY POINT	223	19

** OBJECTIVE IS TO OBTAIN 58% COVERAGE OF PACKAGE CIGARETTE INDUSTRY VOLUME IN CHAIN AND INDEPENDENT PAY POINTS YOU CONTROL **
(47% CIV WITH LEVEL II OR III CONTRACTS)

Level II + III cover 45% CIV
To achieve 58% will need 241 calls in the 76-99 range using low volume RA contract at $25 per.

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Source: https://www.industrydocuments.ucsf.edu/docs/zxjy0000

1996 CO-PLANNING

PACK OUTLET TARGETS: REGION: 1222

100% PACKAGE CIV = 193,741 CTNS

	LEVEL I MERCH	LEVEL II MERCH	LEVEL III MERCH
# OF CALLS	200	404	56
TOTAL WKLY INDUSTRY VOLUME	17,437 (9%)	82,907 (43%)	11,624 (6%)

	FOR SEGMENTS: CN, GS, GK, SF, TB, LO, TG, OH	DG ONLY
CURRENT ESTIMATED # OF PM EXCLUSIVE CALLS BY PAY POINT	226	17

** OBJECTIVE IS TO OBTAIN 58% COVERAGE OF PACKAGE CIGARETTE INDUSTRY VOLUME IN CHAIN AND INDEPENDENT PAY POINTS YOU CONTROL. **
(47% CIV WITH LEVEL II OR III CONTRACTS)

Level II & III cover 49% CIV
To achieve: 58% will need 200 calls in the 76-99 range
using low volume RA contract at $25 per.

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Source: https://www.industrydocuments.ucsf.edu/docs/zxjy0000

1996 CO-PLANNING

PACK OUTLET TARGETS: **REGION:** 1223

100% PACKAGE CIV = 193,790 **CTNS**

	LEVEL I MERCH	LEVEL II MERCH	LEVEL III MERCH
# OF CALLS	20	349	43
TOTAL WKLY INDUSTRY VOLUME	5256 (3%)	93,505 (48%)	11,627 (6%)

	FOR SEGMENTS: CN, GS, GK, SF, TB, LO, TG, OH	DG ONLY
CURRENT ESTIMATED # OF PM EXCLUSIVE CALLS BY PAY POINT	176	15

**** OBJECTIVE IS TO OBTAIN 58% COVERAGE OF PACKAGE CIGARETTE INDUSTRY VOLUME IN CHAIN AND INDEPENDENT PAY POINTS YOU CONTROL. ****
(47% CIV WITH LEVEL II OR III CONTRACTS)

Level II + III Covers 54% CIV

Source: https://www.industrydocuments.ucsf.edu/docs/zxjy0000

1996 CO-PLANNING

PACK OUTLET TARGETS: REGION: 1224

100% PACKAGE CIV = 268,337 CTNS

	LEVEL I MERCH	LEVEL II MERCH	LEVEL III MERCH
# OF CALLS	185	682	89
TOTAL WKLY INDUSTRY VOLUME	16,100 (6%)	123,355 (46%)	16,100 (6%)
	FOR SEGMENTS: CN, GS, GK, SF, TB, LO, TG, OH	DG ONLY	
CURRENT ESTIMATED # OF PM EXCLUSIVE CALLS BY PAY POINT	316	16	

**** OBJECTIVE IS TO OBTAIN 58% COVERAGE OF PACKAGE CIGARETTE INDUSTRY VOLUME IN CHAIN AND INDEPENDENT PAY POINTS YOU CONTROL. ****
(47% CIV WITH LEVEL II OR III CONTRACTS)

Level II + III cover 52% CIV
To Achieve 58% CIV will need 185 calls in the 76-99 range using low volume RA contract at $25 per

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Source: https://www.industrydocuments.ucsf.edu/docs/zxjy0000

1996 CO-PLANNING

PACK OUTLET TARGETS: REGION: 1225

100% PACKAGE CIV = 247,456 CTNS

	LEVEL I MERCH	LEVEL II MERCH	LEVEL III MERCH
# OF CALLS	370	485	74
TOTAL WKLY INDUSTRY VOLUME	32170 (13%)	96,874 (39%)	14,847 (6%)

	FOR SEGMENTS: CN, GS, GK, SF, TB, LO, TG, OH	DG ONLY
CURRENT ESTIMATED # OF PM EXCLUSIVE CALLS BY PAY POINT	350	20

** OBJECTIVE IS TO OBTAIN 58% COVERAGE OF PACKAGE CIGARETTE INDUSTRY VOLUME IN CHAIN AND INDEPENDENT PAY POINTS YOU CONTROL. **
(47% CIV WITH LEVEL II OR III CONTRACTS)

Level I + II cover 45% CIV

In order to achieve 58% will need 370 calls in the 76-99 range using low volume KA contract at $25 per.

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Source: https://www.industrydocuments.ucsf.edu/docs/zxjy0000

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1996 CO-PLANNING

PACK OUTLET TARGETS: REGION: 1226

100% PACKAGE CIV = 174,736 CTNS

	LEVEL I MERCH	LEVEL II MERCH	LEVEL III MERCH
# OF CALLS	181	430	60
TOTAL WKLY INDUSTRY VOLUME	15,726 (9%)	74,974 (43%)	10,484 (6%)

	FOR SEGMENTS: CN, GS, GK, SF, TB, LO, TG, OH	DG ONLY
CURRENT ESTIMATED # OF PM EXCLUSIVE CALLS BY PAY POINT	218	21

** OBJECTIVE IS TO OBTAIN 58% COVERAGE OF PACKAGE CIGARETTE INDUSTRY VOLUME IN CHAIN AND INDEPENDENT PAY POINTS YOU CONTROL. **
(47% CIV WITH LEVEL II OR III CONTRACTS)

Level II & III will cover 49% CIV
In order to achieve 58% will need 181 calls in 76-99 range with low volume EA contract at $25 per.

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Source: https://www.industrydocuments.ucsf.edu/docs/zxjy0000

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1996 CO-PLANNING

PACK OUTLET TARGETS: REGION: 1229

100% PACKAGE CIV = 255,409 CTNS

	LEVEL I MERCH	LEVEL II MERCH	LEVEL III MERCH
# OF CALLS	235	544	73
TOTAL WKLY INDUSTRY VOLUME	20433 (8%)	113,786 (45%)	15,325 (6%)

	FOR SEGMENTS: CN, GS, GK, SF, TB, LO, TG, OH	DG ONLY
CURRENT ESTIMATED # OF PM EXCLUSIVE CALLS BY PAY POINT	313	23

** OBJECTIVE IS TO OBTAIN 58% COVERAGE OF PACKAGE CIGARETTE INDUSTRY VOLUME IN CHAIN AND INDEPENDENT PAY POINTS YOU CONTROL. **
(47% CIV WITH LEVEL II OR III CONTRACTS)

Level II & III will cover 51% CIV
In order to achieve 58% CIV, will need 235 calls in 76-99 range with low volume RA contract at $25 per.

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Source: https://www.industrydocuments.ucsf.edu/docs/zxjy0000